

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Canter LC

Mid-America Manufacturing Technology Center

Canter L.C. Puts Its New Product Out To Market

Client Profile:

Canter, L.C., based in Wichita, Kansas, manufactures the Grazier System, a highly-portable fencing kit which can be used by both professional and amateur horse owners to safely confine their animals while traveling to horse shows, or grazing either large or small areas. The small, basic fence system can be set up in about four minutes without the use of tools or additional assistance, and can safely confine up to about four horses. Canter, originally a direct mail company, developed the product in 1999 and took it to market in 2000. Canter currently employs two people.

Situation:

After Canter produced and improved a number of prototypes, the company finally had the Grazier System ready for the market in February 2000. Unfortunately, it didn't have time to market the product to its full potential, since much of the owner's time was occupied with the mailing component of the business. Canter contacted the Mid-America Manufacturing Technology Center (MAMTC), a NIST MEP network affiliate, for help.

Solution:

MAMTC helped Canter get the marketing for the Grazier System back on track. MAMTC soon determined that there was wasn't anything like the Grazier System on the market, and developed a marketing survey to determine who Canter's customers were and how they perceived the value and quality of the product. MAMTC surveyed 25 to 30 customers who had purchased the product, and discovered that the Grazier system had a 100 percent customer satisfaction rating. It also discovered that 92 percent of the company's customers were women. Based on the survey findings and feedback from Canter, MAMTC suggested a series of news releases to promote the system to the industry and potential dealers. A retail outlet survey indicated that initial placement of the product in stores would require direct sales contact in order to demonstrate the product properly. MAMTC felt an improved website to show potential customers how easy the system was to install was essential. That, in turn, called for the production of streaming demo videos which could be posted on the website. With an improved website and a clearer view of the market, the Grazier System's marketing plan is in right on target. Canter hopes to sell enough of the product to need MAMTC's assistance in producing the Grazier System.

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Results:

Verified need for the product in the marketplace.

Developed a targeted marketing strategy.

Created streaming demo videos to enhance company website.

Increased awareness of target market.

Presented product to potential buyers and retail sellers.

Testimonial:

"The Mid-America Manufacturing Technology Center's valuable marketing efforts gave me an avenue to continue the development of the Grazier business at a time when I was saddled with other responsibilities and couldn't do it alone. Once we start turning enough sales that we need manufacturing assistance, I figure MAMTC will be our secret weapon."

Bryan Pulliam, Owner